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**Cathay Pacific International Chinese New Year Night Parade to Feature Internationally Renowned Performing Groups and Great Prizes for Spectators**

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<https://hktb.filecamp.com/public/files/2jbj-8btkkq57>
- Press releases: [http://partnernet.hktb.com/en/about\\_hktb/news/press\\_releases/index.html](http://partnernet.hktb.com/en/about_hktb/news/press_releases/index.html)

Organised by the Hong Kong Tourism Board (HKTB) and title-sponsored by Cathay Pacific Airways, the Cathay Pacific International Chinese New Year Night Parade will be held on the first day of Chinese New Year (5 February) in Tsim Sha Tsui. This annual mega event to celebrate the start of the Lunar New Year will feature world-champion troupes and world record holders, who will provide challenging performances and dynamic entertainment to the audience. In addition, visitors and members of the public who come to watch the parade along the parade route will have the opportunity to win a wealth of gifts, including an auspicious golden pig. The total prize value is over HK\$1 million.

Dr Peter Lam, Chairman of the HKTB, said, “This year is the 24th staging of the parade. It has become a world-class event, with nearly 30,000 performers from 30 different regions of the world participated. So far, the event has attracted millions of visitors and generated publicity value of around HK\$10 billion for Hong Kong. In fact, Hong Kong's Chinese New Year celebrations are dynamic and vibrant. In addition to the HKTB’s magnificent parade, various festive events will be organised throughout the city. The HKTB will join hands with the travel trade to promote Chinese New Year tour products in source markets, enticing visitors to come and experience the city’s festive ambience and local culture in person.”

Mr Paul Loo, Chief Customer and Commercial Officer, Cathay Pacific Airways, said, “The International Chinese New Year Night Parade is an event that highlights everything that’s great about Hong Kong. It’s a vibrant, colourful, fun-filled display and the perfect way to begin the Lunar New Year festivities. This is the most important time of the year among the Chinese community, when everyone gathers to celebrate with family and friends. As Hong Kong’s home carrier, Cathay Pacific is proud to play a part in these celebrations for the 21st consecutive year. Flying to over 200 international destinations, we help reunite people with their families, wherever they may be. We look forward to welcoming the Year of the Pig, together with people from Hong Kong and around the world.”

## **Featuring internationally renowned performing groups**

The Cathay Pacific International Chinese New Year Night Parade will start at 8pm on the first day of Chinese New Year. This year's event will continue the theme "Best Fortune. World Party.", showcasing nine floats, 13 mainland and international, and 12 local performing troupes. In addition to the international carnival performing teams and world record holders, other world-renowned performing teams will be featured in the parade, including:

- Junior New System: This Filipino all-male performing group, which gained fame on American talent show "America's Got Talent", will wear their signature high heels to dance and flip;
- Face Team Acrobatic Korfball: This team from Hungary, which debuted on "Britain's Got Talent" and holds 10 Guinness World Records, will stage various fancy slam dunk tricks;
- Hippet Ballerinas: The dancers, which have over 100 million views on their social media videos, will present a trend-setting modern dance that combines "hip-hop x ballet"; and
- The Freaks Acrobatic Show: This award-winning Austrian Acrobatic Troupe will entertain the audience with challenging performances.

## **Fun Games to Play and Great Prizes to Win**

On top of the entertaining performances, this year's Lunar New Year Parade will include some new elements of fun. The Quality Tourism Services Association will launch an AR game to echo the theme of its float "Celebrate the Year of the Pig with QPoint Merchants". Visitors and locals along the parade route can participate in the game on the first day of the Lunar New Year. They will have the opportunity to win prizes and rewards worth more than HK\$1 million, including an auspicious golden pig!

## **Pre-parade troupes to warm up the crowd**

18 performing groups will start at about 6pm along the parade route to warm up and interact with the crowd with diverse roving performances, including dance, magic shows, costumed characters interacting with the spectators, and busking. They will also give out festive gift packs.

## **The Chinese New Year celebrations continue with exciting programmes**

To bring the festive atmosphere to all corners of the city, a public display of the floats will follow the Cathay Pacific International Chinese New Year Night Parade, starting on the second day of Chinese New Year (6 February) in Tai Po Lam Tsuen. On 6 and 7 February, various performing groups will grace the venues of Tai Po Lam Tsuen and Temple Mall North in Wong Tai Sin with their entertaining shows. The HKTb also recommends visitors check out other exciting Chinese New Year programmes, such as the Lunar New Year Fireworks Display, Chinese New Year Race Day, and the Hong Kong Well-wishing Festival, to enjoy Hong Kong's dynamic Chinese New Year like a local.

For details of the 2019 Cathay Pacific International Chinese New Year Night Parade, please visit the HKTb website: [DiscoverHongKong.com/ChineseNewYear](http://DiscoverHongKong.com/ChineseNewYear).

### **Photo Caption 1**



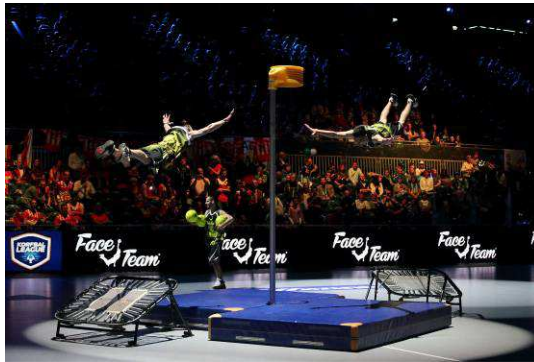
The Cathay Pacific International Chinese New Year Night Parade will be held on the first day of Chinese New Year. Dr Peter Lam (third right), Chairman of the HKTB, and Mr Paul Loo (third left), Chief Customer and Commercial Officer of Cathay Pacific Airways, are looking forward to celebrating the Year of the Pig with both visitors and citizens.

### **Photo Caption 2**



Dr Peter Lam (third right in the first row), Chairman of the HKTB, and Mr Paul Loo (fifth left in the first row), Chief Customer and Commercial Officer of Cathay Pacific Airways, are joined by Ms. Jessie Kwok (second left in the first row), Head of General Management Office of China Construction Bank (Asia), the parade route sponsor, and representatives of other sponsoring and supporting organisations for a group photo.

### Photo Captions 3 - 5



This year, 13 renowned mainland and international performing teams will participate in the show, including "Junior New System" (top left), who gained fame on an American talent show, "Face Team Acrobatic Korfbal" (top right), which holds 10 Guinness records, and "Hipler Ballerinas" (bottom left), whose videos have achieved overwhelming popularity on social media platforms.

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